

# STATEMENT OF PURPOSE

## Introduction

My name is Ashil George, born and brought up in Calicut, Kerala. I am inspired to build upon my technical skills and equip myself with a perceptive understanding of management and enhanced holistic competencies. So, I look forward to pursuing a course such as MSc.Management. It will pave the way for my future career growth and challenging managerial and entrepreneurial roles.

I have finished high school and higher secondary education from St. Joseph H.S.S and it's one of the best schools in Kerala. I joined the under-graduation programme in B.com with computer application in which the institution named as Oriental school of hotel management. During the bachelors I studied about the various financial management systems and also gained about the value of computer application on financial management which I completed from Calicut university at the end of March 2017.After completing my bachelor's degree I joined in Master of Business Administration in International business from Christ deemed to be university as one of the topmost university in India, which I pursue on the year of 2019-2021 and currently I finished my final semester exam on May 2021, right now I am waiting for my final results which is expected to be published on July 2021.

## Why this course

The management teaches you to understand how people behave in organization and the nature of power, influence and leadership. Whether you aim to be self-employed, an entrepreneur, head your own company or to work for private business management gives you the tools for success. The MSc. Management will help who have relatively no experience of the business to enhance their knowledge. The students will get an in-depth pf the knowledge about the management disciplines such as marketing, finance, strategy and entrepreneurship. I was inspired to pursue a career in management so that's why I started with MBA and now I realized that I want to gain more knowledge in the management so I prefer the MSc. Management course. The ideas and concepts that we have relating to the management to be shared and discussed while doing this course and the experts will give the feedback and they will direct us in a right way. This course will develop the ability to create own organization and also, we can identify the risk factors.

## Why this University

When I started thinking about the MSc. Management course I started searching about the universities and I realized that University of Hertfordshire is providing this course. The University of Hertfordshire brings an exposure on the education while developing a different pattern of education system. The University of Hertfordshire is providing good services like good education, placements and all so it's very helpful to find a job after completing the course. The university is showing a good ranking while comparing to other universities in the case of education and the overall experiences. The university has their own unique style keeping on the planning of the whole course and it makes me more attractable. If I got an opportunity to study in this university it will increase my profile and in India, I will definitely get job on the top

MNC's. In future the management course will help to control their own business or to manage other organizations so it's very relevant to study in a reputed university i.e., University of Hertfordshire.

### **Why I choose UK**

I wish to do my studies in UK due to better standards of education and modern methods of learning when compared to my country. As a result, I will get higher preferences among reputed employers in my country. Compared to other countries, UK gives a huge advantage for international students and also the tuition fees are very low while comparing to other countries. Apart from all of these UK is considered to be very safe for international students and also for tourists because UK is following a cross cultural background and everyone will get their own respect. The UK treats the international students in a better way and they are providing good services too. The cost of living on UK is very less and it will be very grateful to the international students and also the international students get a different exposure of a mix cultured people and this makes them a life experienced person. All the internet searches suggests that UK is famous for its safety to their international citizens which is very positive for me.

### **Future Goals**

My goal is to complete my course and put into practice all knowledge and skills developed during the course period. After earning the degree from UK, I plan to return to my home country India, there business sector has gigantic opportunities and it is observed that business is the future fuel of Indian economic growth and I would like to start my own business.

After completing my course in UK, I would like to join in Hindustan Unilever which is headquartered in Mumbai, India. I hope I will get minimum INR 12 Lakhs per annum for the job as a digital marketing manager.

### **Conclusion**

I trust that I am a genuine achiever, I improved my skills and abilities through the hard work. I will definitely show my talents and skills while doing the course and it will definitely reflect on my life while using the knowledge. I will definitely follow the rules and regulations that provided by the university and country once I am there. I admit that the above things that I written is with my best of knowledge and its very true. I hereby promise that I will put my maximum efforts to learn the practice knowledge and academic skills also to show up my skills. I would be extremely grateful to you if I'm accorded the opportunity to follow my graduate studies at your institution.

Yours Sincerely

Ashil George